



WPTV

## ORDER

Print Date 10/26/12

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Flight Dates 10/30/12-11/05/12

Contract / Revision 316066 /

Original Date / Revision  
10/26/12 10/26/12

Advertiser House Majority PAC

Agency Waterfront Strategies

Buying Contact

1010 Wisconsin Avenue NW - Suite  
Washington, DC 20007

Product

House Majority PAC

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue NW - Suite  
Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 2255

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	68	\$103,062.50	\$121,250.00	0.00
Totals	68	\$103,062.50	\$121,250.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/05/12	68	\$103,062.50	\$121,250.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WPTV	10/30/12	11/05/12	M-F 430-5a M-F 430-5a	CM	430-5a	MTWTF--	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/30/12	11/05/12	MTWTF--		1		\$250.00		0.00					
E 2	WPTV	10/30/12	11/05/12	M-F 5-6a M-F 5-6a	CM	5-6a	MTWTF--	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/30/12	11/05/12	MTWTF--		3		\$750.00		0.00					
E 4	WPTV	10/30/12	11/05/12	M-F 7-9a M-F 7-9a	CM	7-9a	MTWTF--	:30	3	\$4,500.00	P-2	0.00	NM	3	\$13,500.00



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Contract / Revision    **316066**    Flight Dates **10/30/12-11/05/12**

Hiatus Dates

Original Date / Revision    10/26/12/    10/26/12

Order Sep    00:20:00

Advertiser    **House Majority PAC**    Product **House Majority PAC**

Estimate #    **2255**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 4	WPTV	10/30/12	11/05/12	M-F 7-9a M-F 7-9a	CM	7-9a	MTWTF--	:30	3	\$4,500.00	P-2	0.00 NM	3	\$13,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	MTWTF--					3	\$4,500.00		0.00		
E 5	WPTV	10/30/12	11/05/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$600.00	P-2	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	-----S-					1	\$600.00		0.00		
E 6	WPTV	10/30/12	11/05/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$1,200.00	P-2	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	-----S-					1	\$1,200.00		0.00		
E 7	WPTV	10/30/12	11/05/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$2,500.00	P-2	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	-----S-					1	\$2,500.00		0.00		
E 8	WPTV	10/30/12	11/05/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$1,500.00	P-2	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	-----S					1	\$1,500.00		0.00		
E 9	WPTV	10/30/12	11/05/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$500.00	P-2	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	-----S-					1	\$500.00		0.00		
E 10	WPTV	10/30/12	11/05/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	2	\$3,000.00	P-2	0.00 NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	MTWTF--					2	\$3,000.00		0.00		
E 11	WPTV	10/30/12	11/05/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	2	\$2,000.00	P-2	0.00 NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	MTWTF--					2	\$2,000.00		0.00		
E 12	WPTV	10/30/12	11/05/12	M-F 11-12n M-F 11-12n	CM	11a-12p	MTWTF--	:30	5	\$450.00	P-2	0.00 NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	MTWTF--					5	\$450.00		0.00		
E 13	WPTV	10/30/12	11/05/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	MTWTF--	:30	5	\$650.00	P-2	0.00 NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	MTWTF--					5	\$650.00		0.00		
E 14	WPTV	10/30/12	11/05/12	M-F 2-3p M-F 2-3p	CM	2-3p	MTWTF--	:30	5	\$350.00	P-2	0.00 NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	MTWTF--					5	\$350.00		0.00		
E 15	WPTV	10/30/12	11/05/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	5	\$450.00	P-2	0.00 NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	MTWTF--					5	\$450.00		0.00		
E 16	WPTV	10/30/12	11/05/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	MTWTF--	:30	5	\$850.00	P-2	0.00 NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	MTWTF--					5	\$850.00		0.00		



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Contract / Revision    **316066**    Flight Dates **10/30/12-11/05/12**

Hiatus Dates

Original Date / Revision    10/26/12/    10/26/12

Order Sep    00:20:00

Advertiser    **House Majority PAC**    Product **House Majority PAC**

Estimate #    **2255**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 16	WPTV	10/30/12	11/05/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	MTWTF--	:30	5	\$850.00	P-2	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					5	\$850.00		0.00			
E 17	WPTV	10/30/12	11/05/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					2	\$3,000.00		0.00			
E 18	WPTV	10/30/12	11/05/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWTF--	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					2	\$3,000.00		0.00			
E 19	WPTV	10/30/12	11/05/12	M-F 6-630p M-F 6-630p	CM	6-630p	MTWTF--	:30	2	\$5,000.00	P-2	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					2	\$5,000.00		0.00			
E 20	WPTV	10/30/12	11/05/12	M-F 630-7p M-F 630-7p	CM	630-7p	MTWTF--	:30	2	\$7,500.00	P-2	0.00	NM	2	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					2	\$7,500.00		0.00			
E 23	WPTV	10/30/12	11/05/12	M-F 6-7a M-F 6-7a	CM	6-7a	MTWTF--	:30	3	\$3,500.00	P-2	0.00	NM	3	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					3	\$3,500.00		0.00			
E 24	WPTV	10/30/12	11/05/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-					1	\$1,500.00		0.00			
E 25	WPTV	10/30/12	11/05/12	Sa 7p News Sa 7p News	CM	7-730pm	-----S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-					1	\$2,000.00		0.00			
E 27	WPTV	10/30/12	11/05/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	MTWTF--	:30	2	\$5,000.00	P-2	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					2	\$5,000.00		0.00			
E 28	WPTV	10/30/12	11/05/12	Thursday Prime B office/parks	CM	9-10p	---T---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	---T---					1	\$3,000.00		0.00			
E 30	WPTV	10/30/12	11/05/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	MTWTF--	:30	4	\$1,250.00	P-2	0.00	NM	4	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					4	\$1,250.00		0.00			
E 31	WPTV	10/30/12	11/05/12	M-F 1235-135a M-F 1235-135a	CM	1235-0135a	MTWTF--	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					4	\$300.00		0.00			
E 32	WPTV	10/30/12	11/05/12	Friday Prime A go on/guys...kids	CM	8-9p	----F--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Order Sep    00:20:00

Advertiser    **House Majority PAC**    Product **House Majority PAC**

Estimate #    **2255**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 32	WPTV	10/30/12	11/05/12	Friday Prime A go on/guys...kids	CM	8-9p	----F--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	----F--					1	\$2,000.00		0.00			
N 33	WPTV	10/30/12	11/05/12	Sa 1130p-1a Sa 1130p-1a	CM	1130p-1a	-----S-	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-					2	\$1,500.00		0.00			
Totals														68	\$121,250.00